

operations be performed, to achieve desirable results. In certain circumstances, multitasking and parallel processing may be advantageous. Moreover, the separation of various system components in the aspects described above should not be understood as requiring such separation in all aspects, and it should be understood that the described program components and systems can generally be integrated together in a single software product or packaged into multiple software products.

[0078] The subject matter of this specification has been described in terms of particular aspects, but other aspects can be implemented and are within the scope of the following claims. For example, the actions recited in the claims can be performed in a different order and still achieve desirable results. As one example, the processes depicted in the accompanying figures do not necessarily require the particular order shown, or sequential order, to achieve desirable results. In certain implementations, multitasking and parallel processing may be advantageous. Other variations are within the scope of the following claims.

[0079] These and other implementations are within the scope of the following claims.

What is claimed is:

1. A method comprising:

determining a leadership score corresponding to an individual, wherein the leadership score corresponds to a level of correlation between the individual and a leadership role associated with an online group relating to a subject matter;

providing, based on the leadership score, an invitation to be sent to the individual, wherein the invitation is for assuming the leadership role associated with the online group relating to the subject matter;

receiving indication of an acceptance of the invitation for assuming the leadership role associated with the online group relating to the subject matter; and

assigning to the individual, based on the received indication of the acceptance, the leadership role associated with the online group relating to the subject matter.

2. The method of claim 1, further comprising:

providing for sending to an administrative user, the leadership score of the individual, and an information used in the determining of the leadership score;

receiving an indication of administrative approval by the administrative user; and

finalizing, based on the indication of administrative approval, the assigning to the individual of the leadership role associated with the online group relating to the subject matter.

3. The method of claim 1, wherein the leadership score corresponding to the individual is based on at least one of a subject matter expertise score corresponding to the individual, a subject matter interest score corresponding to the individual, an opinion impact score corresponding to the individual, or an online activity score corresponding to the individual.

4. The method of claim 3, wherein the subject matter expertise score corresponding to the individual corresponds to a level of expertise of the individual in the subject matter.

5. The method of claim 4, wherein the subject matter expertise score corresponding to the individual is based on a level of correlation between the subject matter and a professional designation of the individual.

6. The method of claim 4, wherein the subject matter expertise score corresponding to the individual is based on a publication authored by the individual, and wherein the publication relates to the subject matter.

7. The method of claim 4, wherein the subject matter expertise score corresponding to the individual is based on a published quote, wherein the published quote is included in a publication, and wherein the published quote is attributed to the individual.

8. The method of claim 7, wherein the subject matter expertise score corresponding to the individual is further based on a reputation of the publication.

9. The method of claim 3, wherein the subject matter interest score corresponding to the individual corresponds to a level of interest of the individual in the subject matter.

10. The method of claim 9, wherein the subject matter interest score corresponding to the individual is based on a level of correlation between the subject matter and a link shared by the individual.

11. The method of claim 9, wherein the online group relating to the subject matter comprises a first online group relating to a first subject matter, and wherein the individual is a member of a second online group relating to a second subject matter, and wherein the subject matter interest score is based on a level of correlation between the first subject matter and the second subject matter.

12. The method of claim 3, wherein the opinion impact score corresponding to the individual corresponds to a level of impact of an opinion of the individual.

13. The method of claim 12, wherein the opinion impact score corresponding to the individual is based on a number of subscribers of an online account of the individual.

14. The method of claim 13, wherein a link is shared by the individual via the online account of the individual, and wherein the opinion impact score corresponding to the individual is based on a number of times the link is re-shared by the subscribers of the online account of the individual.

15. The method of claim 3, wherein the online activity score corresponds to a level of online activity of the individual.

16. The method of claim 15, wherein the online activity score is based on a frequency with which the individual connects to the Internet.

17. The method of claim 15, wherein the online activity score is based on a level of interaction of the individual with a social media platform.

18. The method of claim 17, wherein the online activity score is further based on a reporting by the individual of inappropriate content on the social media platform.

19. A system comprising:

a memory comprising instructions for encouraging a social media user to assume a leadership role in a social media group relating to a subject matter; and

a processor configured to execute the instructions to:

determine a leadership score corresponding to the social media user, wherein the leadership score corresponds to a level of correlation between the social media user and the leadership role associated with the social media group relating to a subject matter;

provide, based on the leadership score, an invitation to be sent to the social media user, wherein the invitation is for assuming the leadership role associated with the social media group relating to the subject matter;